



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-31-2012 PAGE: 1 of 2

MCLAUGHLIN & ASSOCIATES - 19171
ATTN: MARIANNE CAMPBELL
566 SOUTH ROUTE 303
BLAUVELT NY 10913

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403915	10-26-2012		0	RUNYAN FOR CONGRESS	RUNYAN FOR CONGRESS	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 636			CMS # 247432	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247432		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
Agency CPE: E : 636																		
1	10-29-2012	11-02-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)	9	15	2	2	2	2	2			10	750	10	7,500.00	
2	10-29-2012	11-02-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)	9	15	2	2	2	2	2			10	750	10	7,500.00	
3	10-30-2012	10-30-2012	11:00AM - 12:00PM (BOOKENDS)	DAYTIME 11A-12P MO-FR (6914)	7	15		2						2	1,000	2	2,000.00	
4	10-29-2012	11-02-2012	12:00PM - 12:30PM (BOOKENDS)	DAYTIME NOON NEWS WEEKDAY (6950)	8	15	2	2	2	2	2			10	850	10	8,500.00	
5	10-29-2012	11-02-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)	9	15	2	2	2	2	2			10	1,100	10	11,000.00	
6	10-29-2012	11-02-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)	7	15	2	2	2	2	2			10	1,900	10	19,000.00	
7	10-29-2012	11-02-2012	07:00PM - 07:30PM (BOOKENDS)	ACCESS MO-FR JEOPARDY (7063)	9	15	2		2		2			6	1,500	6	9,000.00	
8	10-30-2012	11-01-2012	07:30PM - 08:00PM (BOOKENDS)	ACCESS MO-FR WHEEL (7064)	9	15		2		2				4	1,500	4	6,000.00	
9	10-29-2012	11-02-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)	9	15	2	2	2	2	2			10	2,100	10	21,000.00	
10	10-29-2012	11-02-2012	05:00AM - 06:00AM (BOOKENDS)	MORNING NEWS 5A MO-FR (6948)	9	15	2	2	2	2	2			10	325	10	3,250.00	
11	11-04-2012	11-04-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)	7	15							2	2	900	2	1,800.00	
M	MG Group #	Preempted	Rate Reason	MG Description		Duration												
	335850	11-04-2012	900 POLITICAL	2 X 15 @ \$325 Su 09:00AM - 10:00AM - 11/04/12-	9	15							X	2	325	2	650.00	
		11-04-2012	900 POLITICAL	11/04/12 (7057) (Bookends),	8	15			X					2	325	2	650.00	
				2 X 15 @ \$325 W 05:00AM - 06:00AM - 10/31/12-	8	15							X	2	75	2	150.00	
				10/31/12 (6948) (Bookends),	8	15		X						2	175	2	350.00	
				2 X 15 @ \$75 Su 12:00AM - 02:00AM - 11/04/12-														
				11/04/12 (6974) (Bookends),														
				2 X 15 @ \$175 T 04:30AM - 04:59AM - 10/30/12-														
				10/30/12 (7585) (Bookends)														
Total:															1,800			
																Preempt Total:	-2	
																	-1,800.00	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$			
			Agency CPE: E : 636																	
													Contracted Gross Total:		84	96,550.00				
													Actual Gross Total:		90	96,550.00				
													Agency Commission:			14,482.50				
													Net Total:			82,067.50				
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total						
Nov 12		1,800.00		1,800.00		96,550.00		0.00						96,550.00						
TOTAL		1,800.00		1,800.00		96,550.00		0.00						96,550.00						

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